

Vermont Feed and Feed Supplement Product Label Guidelines

Does your label include:

____ Product Name and Brand Name

____ Name and Mailing Address of
Manufacturer or Distributor

____ Species that the Food is For

____ Adequate Feeding Instructions

____ Net Weight

____ Guaranteed Analysis (details below)

____ Precautionary Statements

____ Ingredient List

Product Name and Brand Name

- Must be appropriate for use and not misleading.
- The word “protein” cannot be used in the product name if the feed contains non-protein nitrogen (such as urea, biuret and ammonia)
- If the product name contains a number or percentage, it should reference the amount of protein unless otherwise noted. (i.e. a 16% dairy feed contains 16% protein, but a 95% beef dog food, contains 95% beef)
- The word vitamin can only be used in the name if the product is a vitamin supplement and is labeled with the minimum content of each vitamin
- “Meat” and “meat by-products” must designate the animal from which the meat or by-product is derived, unless the product is made from cattle, swine, sheep or goats
- If an ingredient or combination of ingredients is at least 25% but less than 95% of the product weight, the ingredient name or combination of names may be listed as part of the product name as long as there is a descriptor ex. Beef and Rice Formula Dog Food
- If more than one ingredient is part of the brand name, is each ingredient at least 3% of the formulation with named ingredients totaling at least 25% of the formulation?
- If one or more ingredients derived from animals, poultry or fish is 95% or greater than the total weight of the product the name or names of the ingredients may be included in the name ex: 95% Beef Dog Food

Species that the Product is For

- Name of the species must appear on the label
- Image of an animal is not sufficient
- Nutritional adequacy statement-the type of animal and life stage of the animal i.e. “Complete nutrition for puppies up to 1 year of age” or “Complete Diet for Senior Cats 7 years and older”

Net Weight

- Must contain accurate statement of the net quantity or net weight
- Must be listed in ounce-pound units and include the equal metric weight.
i.e. 50 lb. (22.67 kg) or 1 gallon (3.78 L)
- Abbreviations are ok

Guaranteed Analysis

- Must contain in order: minimum percentage of crude protein, minimum percentage of crude fat, maximum percentage of crude fiber, maximum percentage of moisture and :
- Minerals in order: minimum and maximum percentage of calcium, minimum and maximum percentage of phosphorus, minimum and maximum percentage of salt, other minerals, vitamins when the product contains greater than 6.5% of calcium, phosphorus, salt and chloride
- Guarantees for vitamins are only required when the product is formulated or represented as a vitamin supplement
- See Vermont rules regarding feed (section 5 B) for specifics concerning vitamin, mineral and medication requirements

Ingredient List

- Commercial or trade names can't be used in the ingredient list
- Ingredients must be listed in order of descending weight
- Ingredient list must not contain any descriptors (words such as "Vermont" "wholesome") cannot be used in the ingredient list, but can appear elsewhere on the label

Name and Mailing Address of Manufacturer or Distributor

- Name and principal mailing address of manufacturer or person in charge of distributing the product including, street address, city, state and zip code

Adequate Feeding Instructions

- Adequate instructions of intended purpose for users who have no special knowledge of the product
- Mixing instructions if required i.e. a powdered milk replacer must provide instructions for mixing, a dehydrated dog food must provide instructions for rehydrating

Precautionary Statements

- For products containing drugs: adequate instructions of intended purpose for users who have no special knowledge of the product
- Dosage of medications/drugs
- Statements to assure the safe and effective use of the product
- Any statements restricting feed aka who should not get the feed (i.e. do not feed to pregnant mares)
- Storage and handling instructions ("must be refrigerated" keep frozen until ready to use") especially important for raw diets which have the potential for contamination
- Raw dairy product labels must contain the statement " Not for human consumption". The product must also be denatured to distinguish it from similar products for human consumption.